

YOUR NEW WEBSITE CONTENT

Lets build your website!

Fill in the details as best you can in the highlighted boxes. If you cannot write over the top of a PDF with your computer - head over to <https://www.pdfescape.com/> and fill it in there! After you've filled it in you can save and download - this is a free service.

**BTW - Don't get all hung up on getting it perfect first time... everything evolves.... ;-)

Your domain name:

Your slogan / tagline / unique selling proposition (USP):

Your logo:

- I have a logo to send you
- I need a new logo!
- other: _____

Describe the overall look or feel of the site:

List some other sites you like or don't like, or are relevant to your new website:

Your contact details:

Contact details that you want displayed on your site:

- Bus. Name:
- ABN:
- Contact:
- Address:
- Phone:
- Mobile:
- Email:
- Other info:

Social media handles:

Fill in your relevant social media addresses so we can hook them up to the site:

- Facebook:
- Instagram:
- LinkedIn:
- Twitter:
- Youtube:
- Pinterest:
- Other:



Website images:

Give your images descriptive names and let us know what page they are for. If you need us to handle it all for you just let us know.

- I have my own images to send to you
- I need a photographer
- I need a graphic artist
- Please find filler images for me at this stage
- Other: _____

Finding suitable images:

If you need stock images, head over to our favourite sites for thousands of attribution free images for your site. Download the right sizes though! Simply make sure all images are around 2000px wide and we'll resize them as needed.

<https://www.Pixabay.com>

<https://www.Pexels.com>

<https://www.Unsplash.com>

Website pages text:

Now the hard work starts!

Fill in the details as best you can on the pages that you want to include on your site as best you can so we can start designing the sections of your pages. Let us know if you need a copywriter or an editor!

You can either:

Fill in the spaces on the following pages, or

Add links to where your content is (eg. dropbox), or

Download your text, graphics, and images via wetransfer.com

Home page intro paragraph:

You never get a second chance to make a first impression! Let's make this page amazing...it's like the cover of a book! Make it dynamic but not 'salesy' - just 2 sentences works well - expand on your USP!

Add your Home Page intro text here:



Home page main content:

List the sections that you want included on the front page - here are some ideas:

- A list or sections of services (icon/image with 1 sentence and link to services page)
- Testimonials
- Statistics
- About you
- Features & benefits & benefits of the benefits
- Call to action (eg. Book Now, Call Now, Subscribe)
- Lead magnet form (sign up for a free download, product or service)
- Social feed
- Photos of you, your business, your products
- Photos that make people 'feel' the way you want them to feel

Add your main sections and content here:



Main sections and content cont.



Any other notes regarding your Home Page?



Text - other pages:

In the next steps you'll choose all the other pages you think you need. Fill in the details as best you can so we can start designing the sections of your pages. These sections can be stand alone pages on your site, or if there is not a lot of content, they can be designed to fit in rows on the front page or other relevant pages.

Edit titles and add text for each page required.

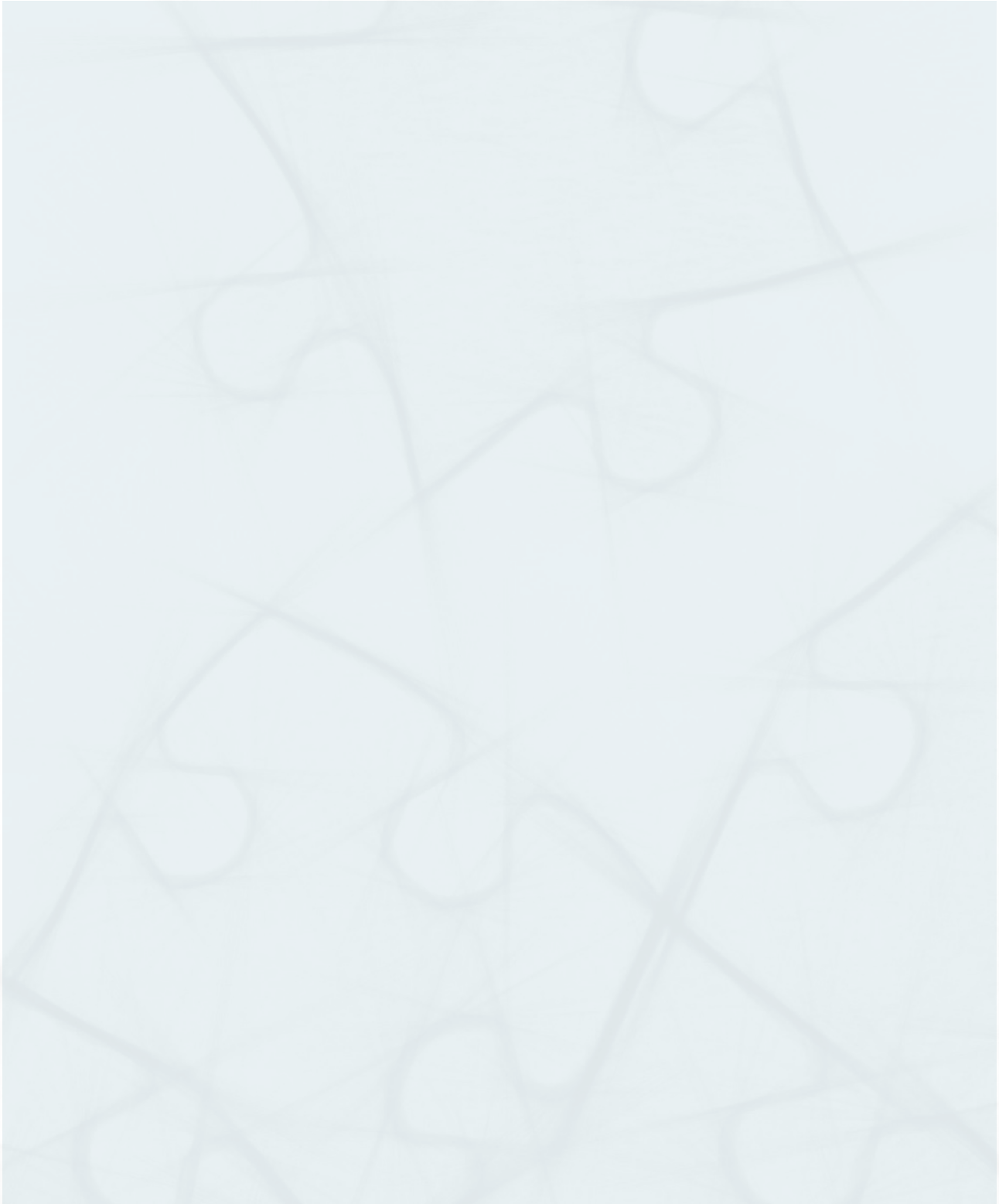
About Us

Who you are, what your company is about, your achievements...& it helps to make it real - mention what inspires you or maybe some of your quirky side.



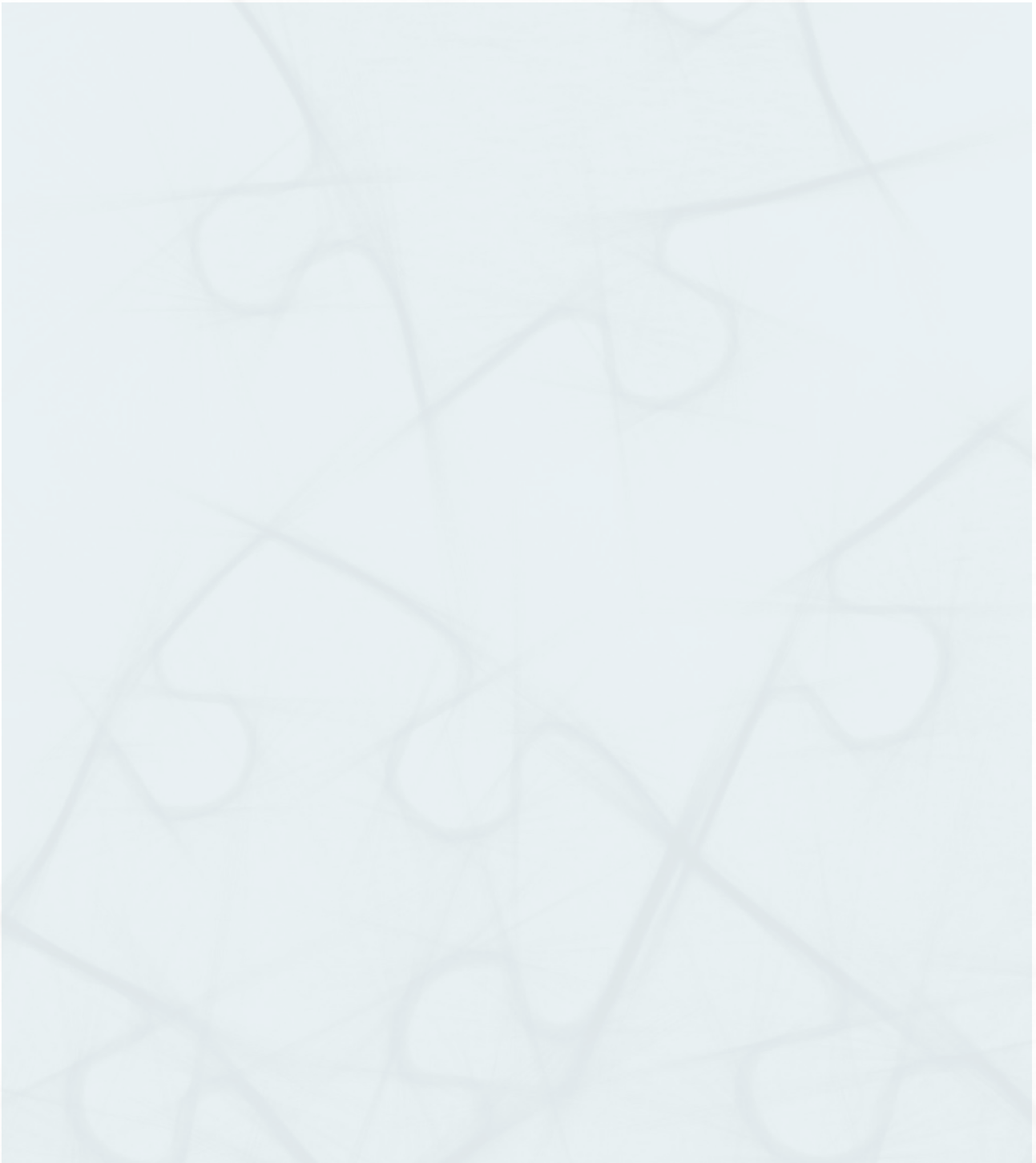
Services

A list of what you do if it is services rather than 'products' that you provide.



Online Store (Ecommerce)

*Online store by Woocommerce or embedded from Shopify or other platform
(please specify below)*



Blog/Articles

Posts are a great way to collate multiple pieces of content/information without having a website page for every one...think of it as a collection of individual documents that can be presented and ordered by categories or tags. The blog page or row is where the collections are presented in small blocks with links to the full document.

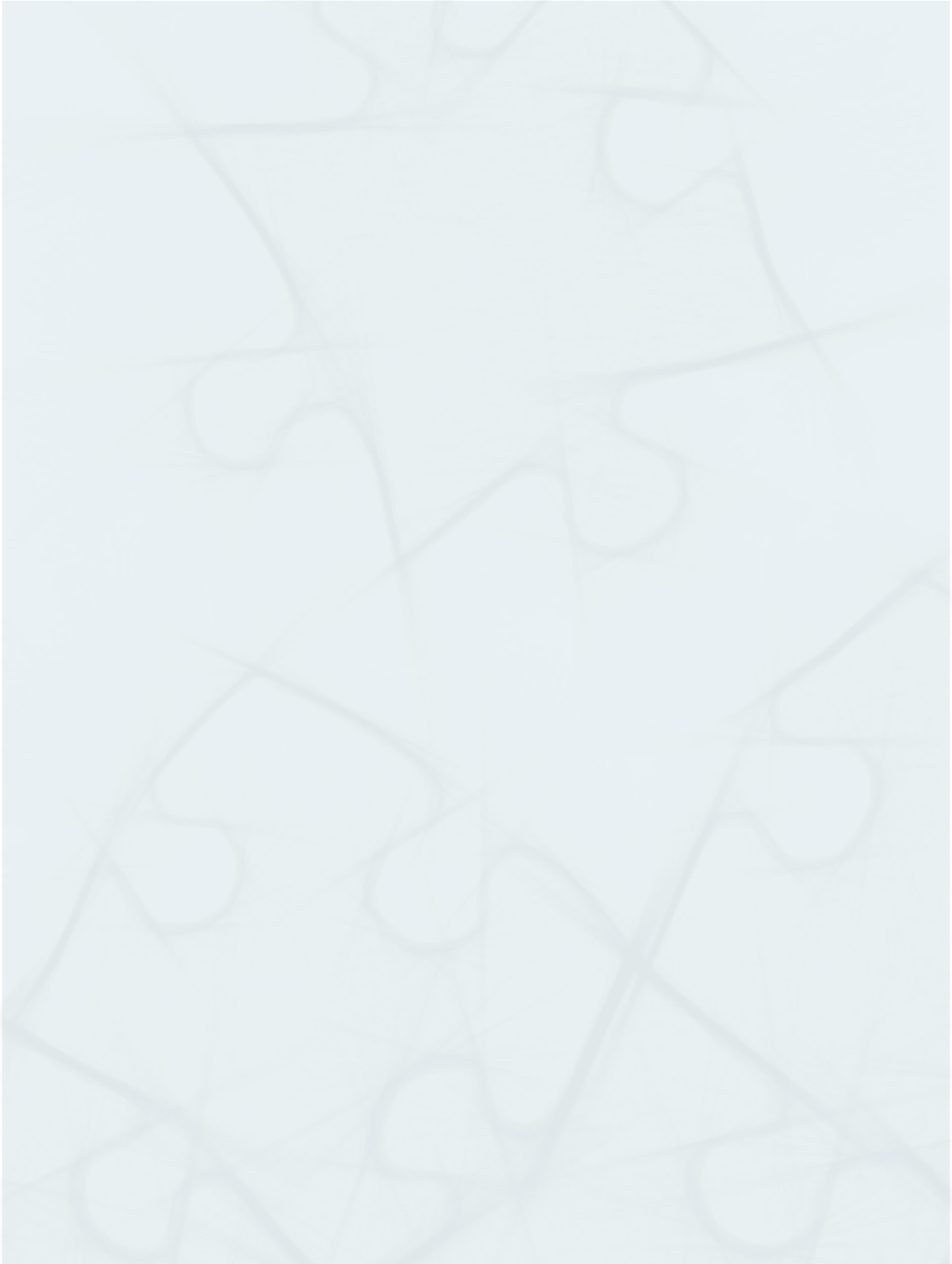
Add your Main blog page/row content here:



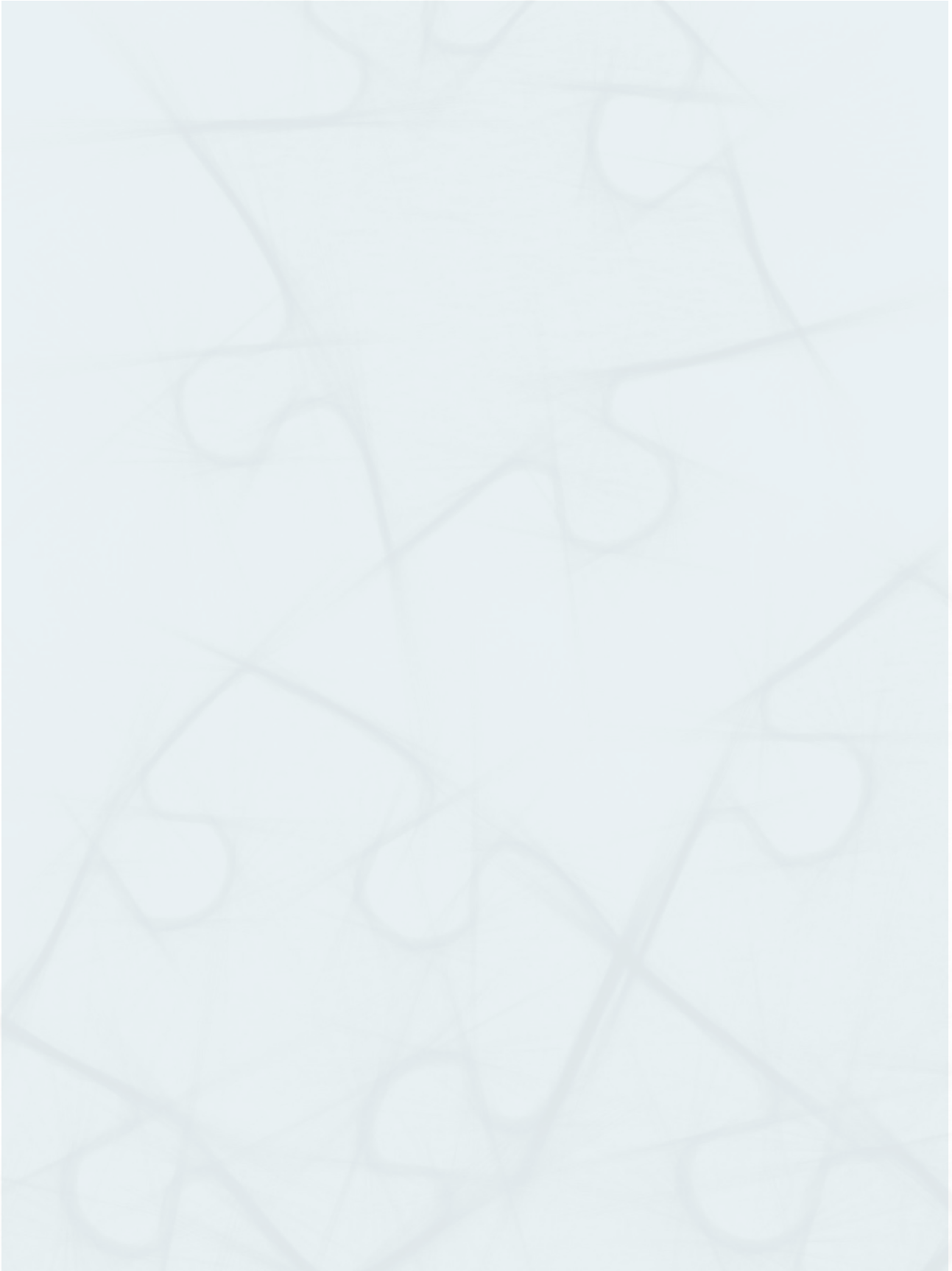
Add at least 3 blog documents here (or links to documents):



Blog content cont.



Blog content cont.



Gallery/Portfolio

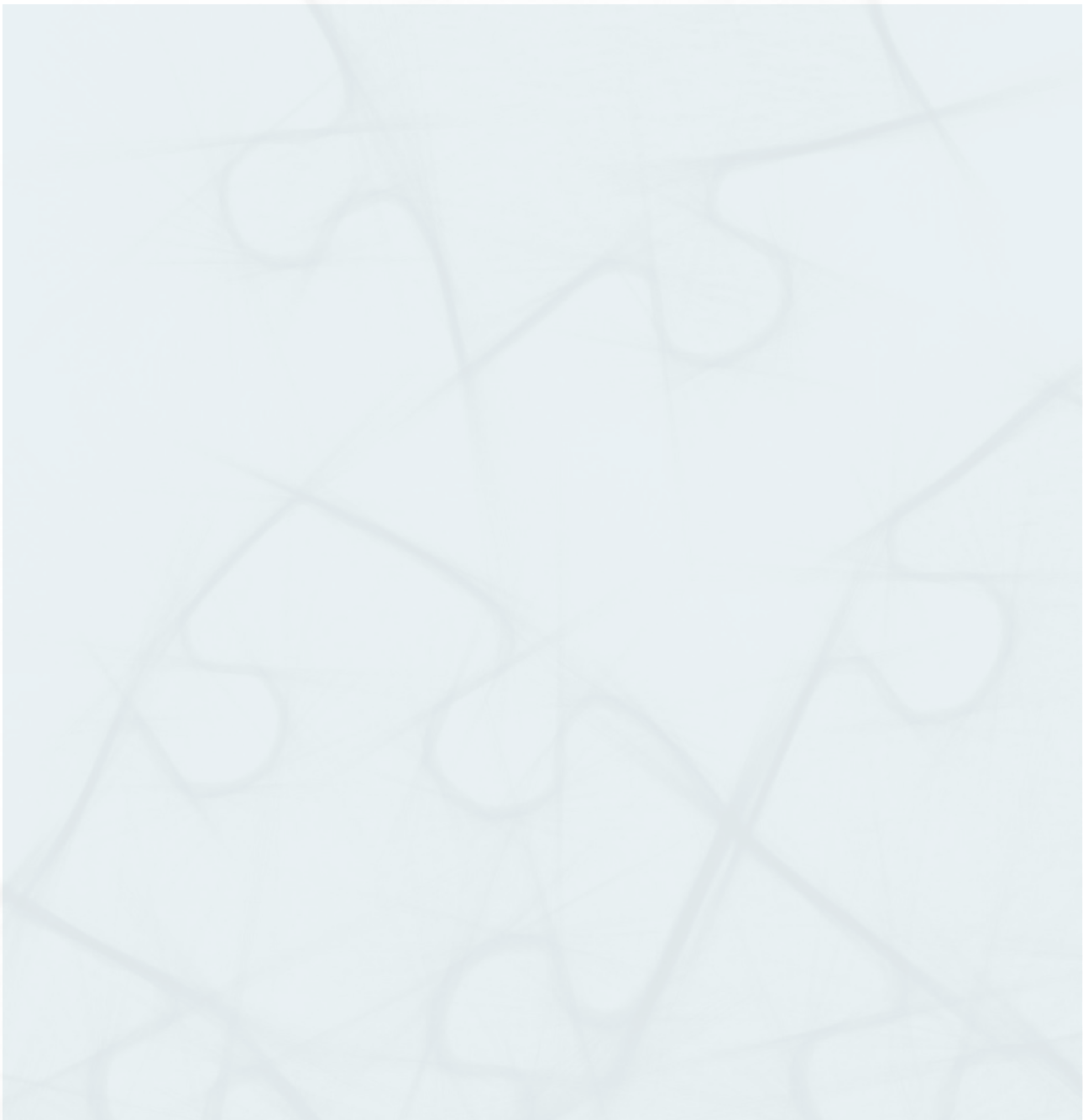
Similar to blog/article documents, though the gallery or portfolio is for image based collections. Image files should be named appropriately with descriptive names and accompanied by short descriptions for the best search engine optimisation.

Just add the details as well as how you're going to send them over to us:



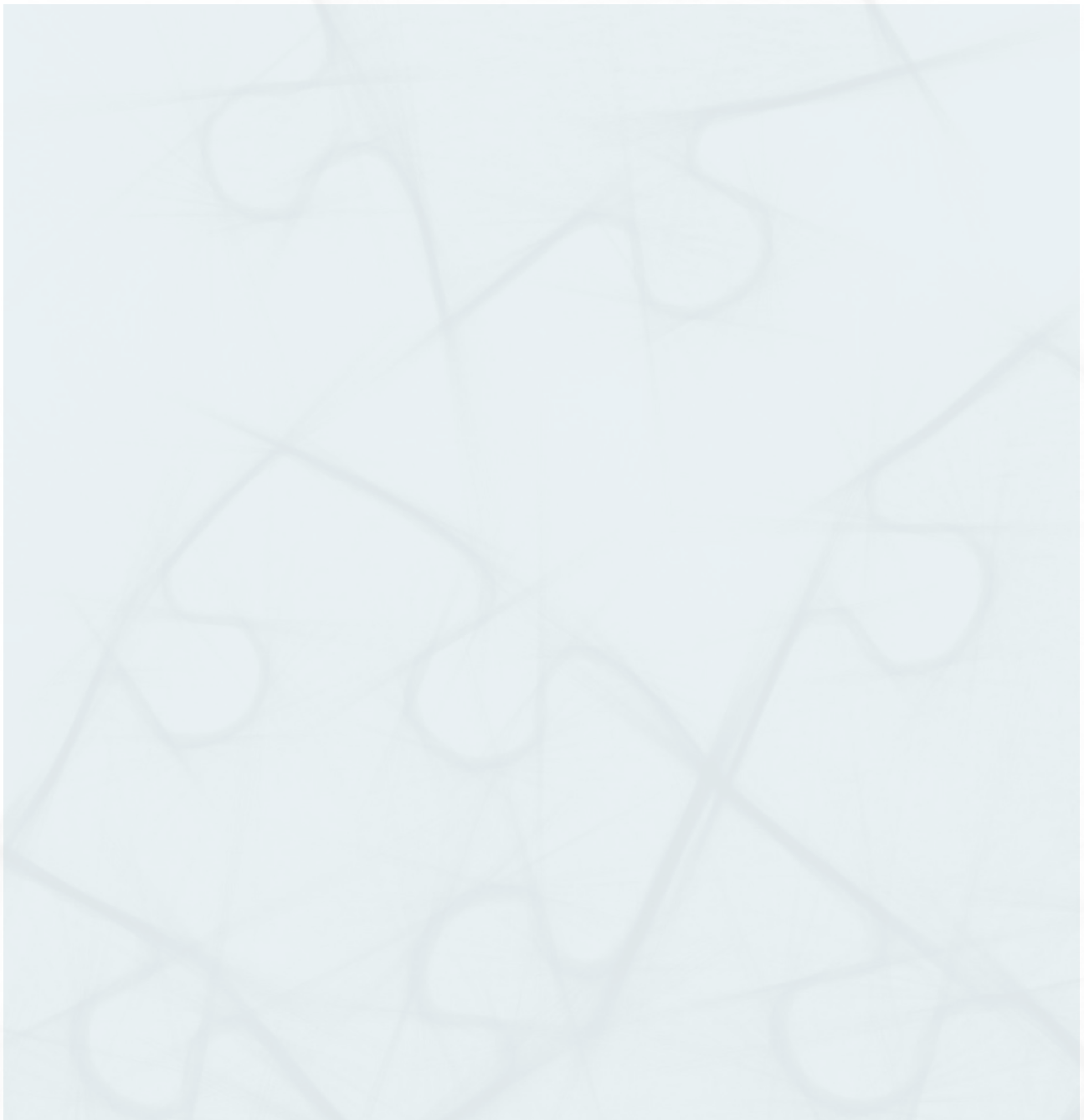
Newsroom

Do you get press coverage? Do you offer a press release for download? This page is to show the world your popularity in the press and to make it easy for writers and promoters to access your promotional material.



FAQ

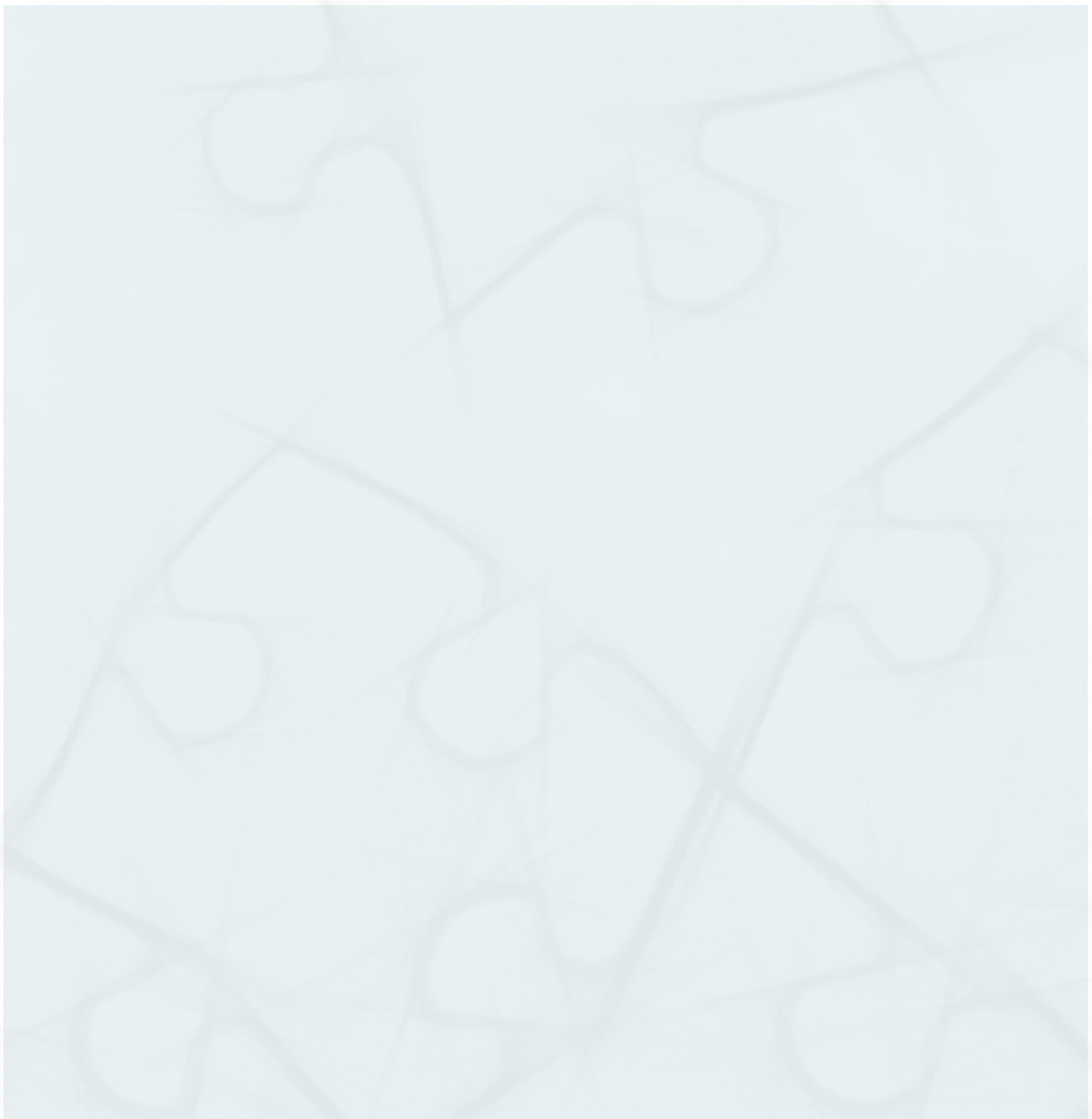
Rather than constantly answer the same questions over and over, why not populate a FAQ page! It's good for you and your customers have a chance to get instant answers to their questions. Generally this page will grow over time but if you can gather 4-6 of your customer's most asked questions, start right now...



Landing Page (squeeze page)

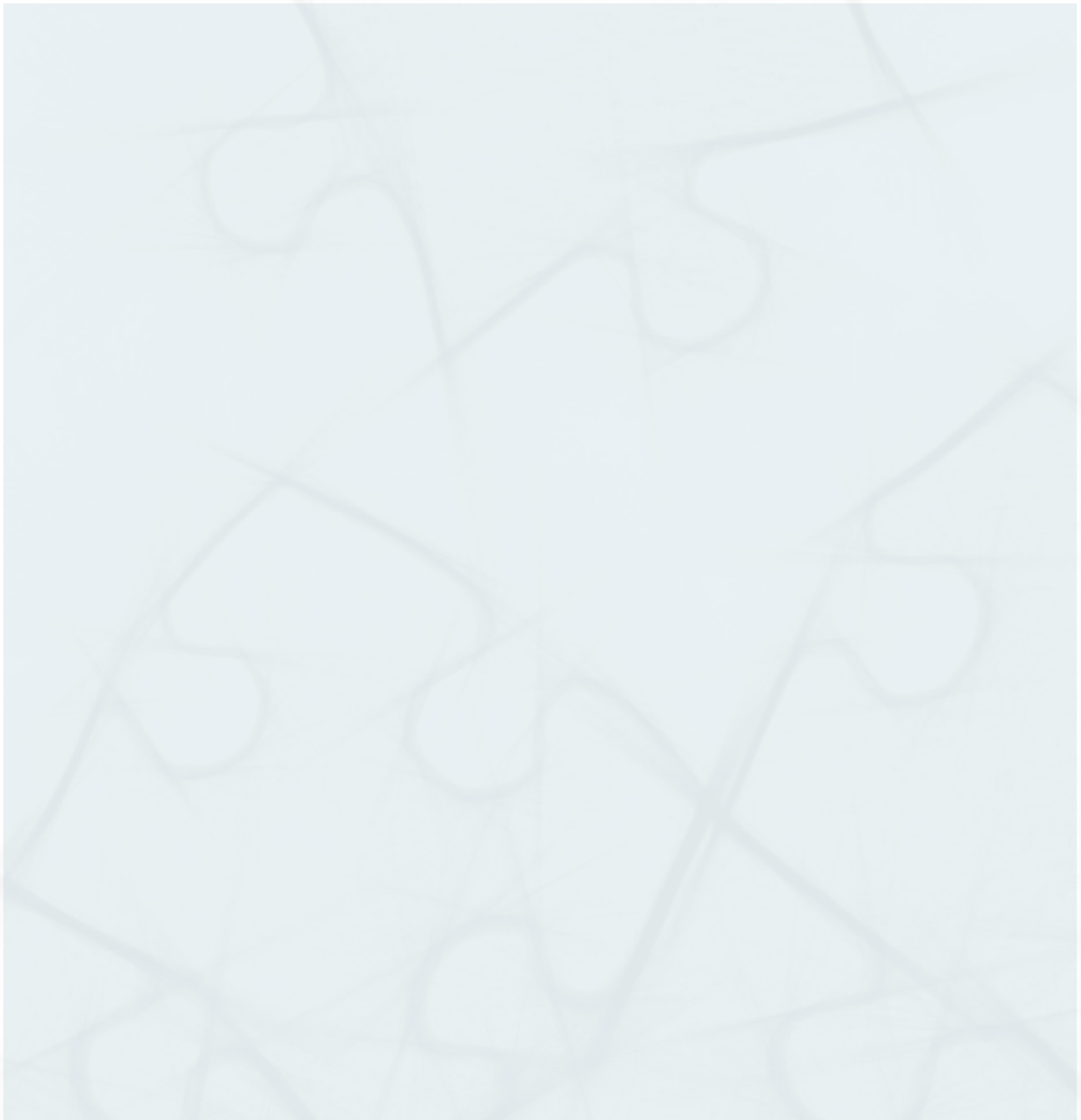
You've landed on these before yourself - there's no menu bar at the top, very little footer info, and there's a little text, maybe a video and only one thing to do - fill in the form to receive a download or free thing!

Tell us about your "Free Offer" here:



Sales Page

Same concept as a landing page but with extended text and the call to action is to 'buy now' rather than 'download now'. This is often the page you send potential customers to a short time after they signed up for your 'Free Offer' via an email marketing campaign.



Contact Us

Still a popular stand alone page, but you may also consider putting this info in the footer or on a front page row...your call...either way you need this info somewhere on your site so fill it in as you want it displayed to customers.

Content you'll need is the info you filled in on page 2, as well as Social Media handles, and consider a map and photo of you, your team, and/or your premises.



Terms & Conditions/Privacy Policy

Wordpress comes installed with a draft Privacy Policy for you to customise. Terms & Conditions is also recommended but not as imperative UNLESS your website includes interactive elements like an online store, membership area, booking systems...Do you need a T&C page?



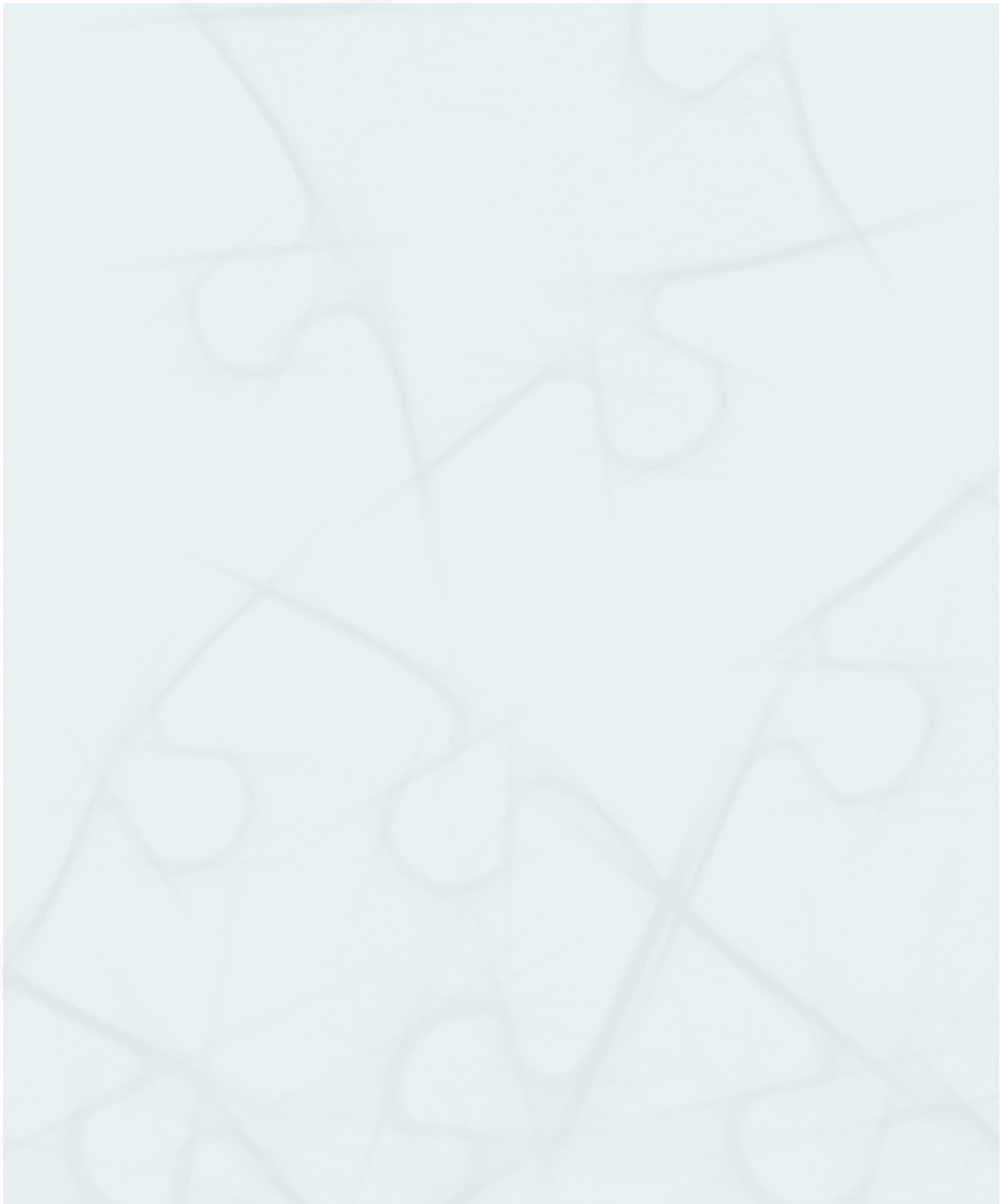
Custom 404 (Page not found)

Having a great message and even a subscription form on the 404 page can help you and your potential customers connect in a way that would not have happened if you'd left this page as the generic boring note that gets served to them if they land on a broken or non-existent link.



Other pages/info...did we miss anything??

Please add any additional information here:



Super...well done!!

Next:

1. Send this document and all relevant files to Nicole@DesignDiva.com.au
2. Send images via www.wetransfer.com or
3. Share a google drive folder to mail@nicolevlug.com
4. Give me a call to let me know it's coming!

~Chat soon...



Nicole
Vlugg

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